

A New AUTOMATIC IRON

that saves 20 minutes
in every ironing hour!



"Dial-the-Fabric" Automatic Control
... Selects and protects, keeps the right heat for rayon, silk, woollens, cotton and linen.



Reversible Cordset



To suit power-point location and for left or right hand users.

Double Thumbrests

Comfortable plastic hand-grip has thumbrests for left or right hand users.



Double "Buttonooks"

For easy, quick ironing under and around buttons.



Calrod Element

Exclusive, practically indestructible Calrod Element for quick heating, long life.



20% Larger Soleplate
Larger soleplate, hottest at the point, cuts ironing time one-third.



Hotpoint
featherweight
IRON
with AUTOMATIC CONTROL

Half the weight - a third faster

The New Hotpoint Featherweight Iron weighs only 3½ lbs.—half the weight of most irons—but irons one-third faster. The 20% larger soleplate, quick-heating 1,000-watt Calrod element, automatic temperature control—all these mean really fast ironing. And, don't forget, it's the heat, not the weight that does the work.

The new and exclusive Hotpoint "Dial-the-Fabric" fingertip control selects and maintains the exact heat for best results on rayon, silk, wool, cotton or linen. You'll find it saves time, saves scorching, saves fatigue. Price, 87/6 (slightly higher in W.A.).

AUSTRALIAN GENERAL ELECTRIC
PROPRIETARY LIMITED

OBTAINABLE FROM YOUR LOCAL HOTPOINT RETAILER

SYDNEY, NEWCASTLE, LISMORE, MELBOURNE, BRISBANE, ROCKHAMPTON, TOWNSVILLE, ADELAIDE, HOBART, LAUNCESTON. AGENT IN W.A.: ATKINS (W.A.) LTD.